

# 2020 Business Services Contract- Wichita Independent Business Association



Economic Development

March 3, 2020



# 2020 Business Service Agreement- Wichita Independent Business Association (WIBA)



- City initially contracted with WIBA in 2016 to provide small business outreach, training, and assistance
- In 2019 a contract for services was assumed under the umbrella of a Master Contract with Greater Wichita Partnership
- In 2019 WIBA conducted small business outreach visits with businesses and provide assistance in areas such as business counseling, mentoring, networking, financial counseling, barriers to growth and workforce recruitment assistance



# 2020 Business Service Agreement- WIBA



- In 2019 WIBA conducted 75 small business outreach visits
- The 75 visits spanned 12 industry sectors and were with companies with fewer than 25 employees

INDUSTRY	# OF COMPANIES VISITED
Digital Services & Cybersecurity	13
Machinery & Metalworking	12
Production Processing/Distribution	10
Aerospace	9
Business Process & Outsourcing	7
Health Care	5
Logistics	5
Petroleum-Based Products	4
Plastics & Composites	4
Crop & Animal Farming	3
Transportation	2
Value-Added Ag Products	1



# 2020 Business Service Agreement- WIBA



- At the end of 2019, the Greater Wichita Partnership notified the City it was declining to continue as master contract holder
- Staff determined WIBA services have been valuable to both the companies served and to the City in an effort to provide service to the small business community



# 2020 WIBA Business Growth Initiative Program



Conduct at least 50 in-person visits with local companies that employ less than 50 people.

- Companies will represent targeted industry sectors providing value-added products and/or services. Retail will not be included. Using a Company Visit Guide, identify current or planned needs. Facilitate connections to appropriate resources/agencies to address needs/interests.
- Performance Measures:
  - Number of in-person visits
  - Percentage of in-person visits resulting in skills training referrals
  - Number of export leads identified
  - Percentage of in-person visits resulting in other resource referrals



# 2020 WIBA Business Growth Initiative Program



## Conduct follow-up outreach to companies visited in 2019.

Determine the progress of 2019 contacted companies through a telephone or email survey. Identify any job creation, capital investment or export opportunities created since the 2019 visits. Determine if additional resource referrals are required to assist with the companies' growth plans.

- Performance Measures:
- Number of new jobs created since 2019 visits
- Increased payroll from new jobs created
- Aggregate capital investment since 2019 visits
- Value of sales from new export opportunities
- Number of new resource referrals



# 2020 WIBA Business Growth Initiative Program



## Develop an Online directory of resources.

- Create a Business Growth Initiative online directory of resources for business assistance. Include 30-second video clips summarizing each organization's services.
- Provide the ability to request specific needs for assistance not addressed by the consortium of resources.
- Performance Measures:
  - Number of visits to online directory
  - Number of follow-up requests generated by the online directory



# 2020 WIBA Business Growth Initiative Program



- 2020 Contract funding is for \$100,000 and will be provided out of the Economic Development Fund
- Contract permits an additional two, one year renewals





# 2020 WIBA Business Growth Initiative Program-Recommendation



It is recommended that the City Council approve the contact with WIBA

